



Indiana Office of Tourism Development
One North Capitol, Suite 600
Indianapolis, IN 46204

VisitIndiana.com

2011 New Media Workshop
Thursday, December 1, 2011
Indiana Landmarks Center – Indianapolis

The Indiana Office of Tourism Development (IOTD) is hosting the 2011 New Media Workshop on Thursday, December 1 at the Indiana Landmarks Center in Indianapolis. The 2011 New Media Workshop will address video. Two featured speakers will address the benefits and multiple uses for high quality, high definition video content as well as best practices and inexpensive means of producing video.

- **How video can positively impact your organization's website:** Joy Cropper from Williams Randall Marketing will discuss why video will improve engagement on your website. She will discuss how video can improve your search engine optimization, time on site and pages visited.
- **How to build your video library for less than \$1,000:** Rocky Walls from 12 Stars Media Productions will outline best practices and ways to feature video on your website for much less than you think. Rocky will walk users through the inexpensive equipment that can be used to shoot video, best practices for video technique and how to utilize IOTD's partnership with 12 Stars Media Productions to have your video professionally edited for less than \$200.

The fee for the 2011 New Media Workshop is \$49 per person. This price includes lunch. [Click here for an online registration form](#). The deadline to register is **Monday, November 21**.

Schedule:

Time	Activity
9:30 am to 12:30 pm	Registration
10:00 am to 11:30 am	Indiana Tourism Council meeting
11:30 am to 12:30 pm	Lunch
12:30 pm to 1:45 pm	Joy Cropper: How video can positively impact your organization's website
1:45 pm to 2:00 pm	Break
2:00 pm to 3:30 pm	Rocky Walls: How to build your video library for less than \$1,000

Questions about the 2011 New Media Workshop can be directed to Emiley Matherly at ematherly@VisitIndiana.com.

IMPORTANT DATES:

November 21: Deadline to register for the 2011 New Media Workshop

December 1: 2011 New Media Workshop at the Indiana Landmarks Center

LOCATION:

Indiana Landmarks Center – Indianapolis
1201 Central Avenue
Indianapolis, IN 46202
800.450.4534